



Cathy Ellis

Directorate mtg 3/8/96

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## Needs

- ① Understanding of process, parts, who to call
- ② More in pipeline
- ③ More brought to readiness
- ④ Technology push \*
- ⑤ More synergy w/  
international
- ⑥ Productivity discussion  
decisions

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New ideas come from

- Competition
- International
- Tech push
- Mkt pull
  - Consumers
  - Regulators

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Workshop -

New product plan  
workshop

Who: Mktg Personnel  
Others?

Offer on a regular basis  
- presentations  
- who to call  
- who's in charge

Holoform - Scientific  
Affairs

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## Content - of workshop

- ① NPP -
  - steps
  - what happens
  - in each step & why
  - who's accountable
- ② How a cig works
- ③ Technology update
- ④ Regulatory update
- ⑤ Ops focus
- ⑥ Project Leadership

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Historically -  
Market pull

We need  
Tech push

Cy Tech  
Product development

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Domestic Cig Tech -  
Yatrakis, mgm

- ① Mkt driven leader  
Spruill
- ② Ops operations driven  
leader  
Rockwell
- ③ Technology driven  
leader  
Newman

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